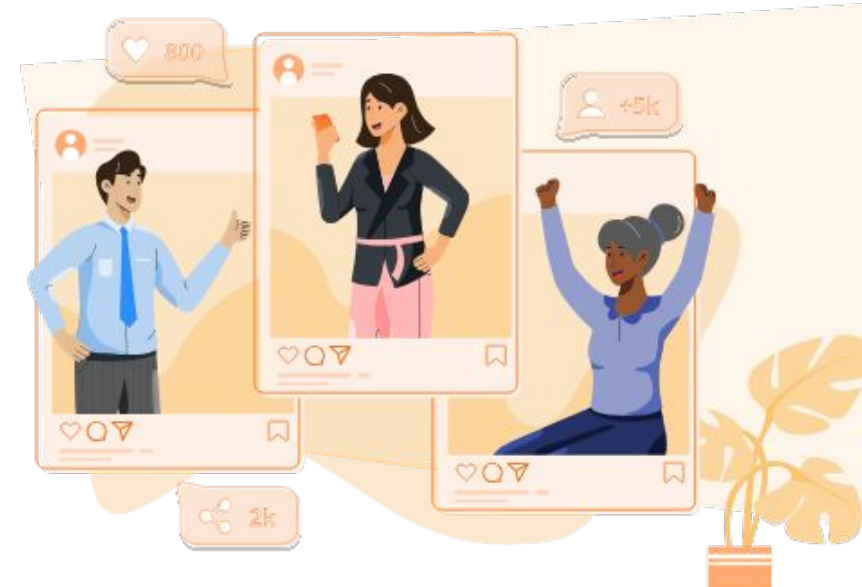**2025**

**DIRECT TO CONSUMER**
**WINE SYMPOSIUM**

# The Influencer Marketing Roadmap: From Vineyards to Visibility

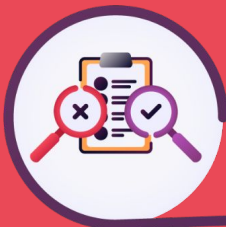Charting the Journey for Wineries to Tap into Influencer Marketing, One Pit Stop at a Time.

# Who Are We?



**Brooke Martin**
Founder, The Brooke Blend



**Alisha Zaveri**
Digital Director, Colangelo & Partners

## ASSESSING NEED
Evaluate if influencer marketing aligns with your brand's goals and consumer engagement needs.

## DEFINING OBJECTIVES
Clearly outline goals, such as brand awareness, driving tasting room visits, or online sales.

## IDENTIFYING TARGET AUDIENCE
Define the audience you hope to reach, whether by age, interests, or buying behavior.

## CHOOSING INFLUENCERS
Identify influencers whose values, style, and audience align with your winery's image. Understand nano, micro & macro influencers, and the pros and cons of each.
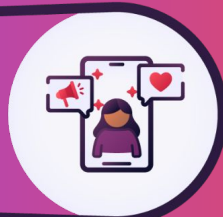
## UNDERSTANDING COLLABORATION TYPES
Choose from one-off posts, ambassador roles, or event partnerships to suit your goals.
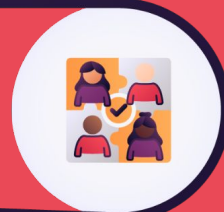
## BUDGET & RESOURCES
Set a realistic budget to manage influencer compensation and resources needed for content.

## OUTREACH & AGREEMENTS
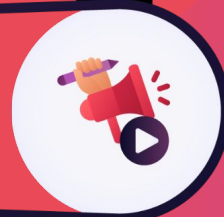Draft a clear outreach strategy and establish terms for a successful collaboration.

## CONTENT COLLABORATION
Collaborate with influencers to create engaging, authentic, and brand-relevant content.

## BEST PRACTICES
Ensure brand voice consistency, transparency, and respect for influencer creativity.

## CAMPAIGN EXECUTION
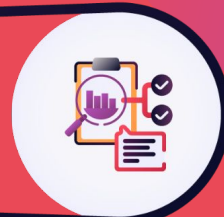Launch and monitor the campaign, keeping communication open with influencers.

## BEST PRACTICES
Ensure brand voice consistency, transparency, and respect for influencer creativity.

## OVERCOMING COMMON CHALLENGES
Address potential challenges like audience misalignment or unclear expectations.

## OPTIMIZING FOR FUTURE
Use insights from past campaigns to refine future influencer strategies.

# Let's Dive In!

## Assessing Need..

**Evaluate if influencer marketing aligns with your brand's goals and consumer engagement needs**

# Ask Yourself (Or Your Team) The Important Questions:

- **What are your primary marketing objectives?**
  *Are you looking to increase brand awareness, drive tasting room visits, boost e-commerce sales, or target a younger demographic? Consider whether influencer marketing can uniquely address these goals compared to other channels.*

- **Is your target audience active on social media?**
  *Do your ideal consumers engage with platforms like Instagram, TikTok, or YouTube?*

- **What gaps exist in your current marketing strategy?**
  *Are you struggling to reach a younger demographic, expand into new markets, or increase engagement with your digital presence? Determine if influencer marketing can fill these gaps and complement your existing efforts.*

- **Are you prepared to invest time and resources?**
  *Do you have the budget, internal resources, and team bandwidth to identify influencers, collaborate on content, and monitor campaigns? Influencer marketing requires consistent involvement to be successful.*

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# Defining Objectives

1. **Brand Awareness**

2. **Driving Tasting Room Visits**

3. **Online Sales & Promotions**
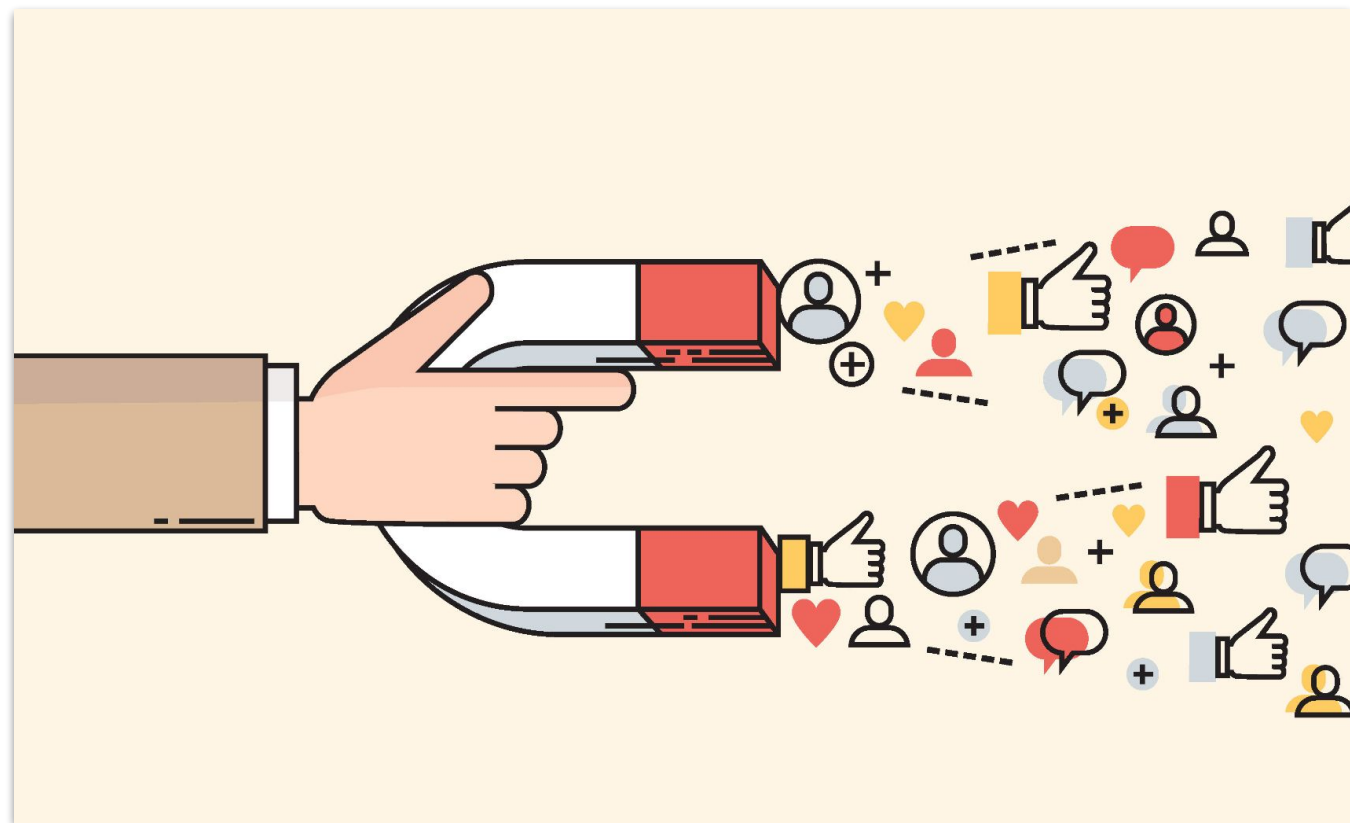
# Identifying Target Audience

**Precision Drives Success:** Clearly defining your target audience (age, interests, income level, buying behavior, etc.) ensures your influencer partnerships are intentional and effective. The more precise the audience, the better the influencer's content will resonate.

## Consumer Personas as a Foundation

Build detailed personas of your ideal customer (e.g., "Urban Millennials interested in sustainability" or "Seasoned wine collectors aged 50+"). Use these personas as a guide when identifying influencers who cater to similar groups.

## Niche Audiences for Greater Impact

Nano and micro-influencers often have a more engaged, niche audience, which can result in higher authenticity and better ROI if their followers align closely with your target demographic.

## Platform Demographics Matter

Consider where your target audience spends their time online. For example, younger audiences might be on TikTok, while wine enthusiasts may engage more on Instagram or YouTube. Aligning your audience with the right platform is critical for campaign success.

## Cultural and Behavioral Relevance

Ensure your influencer's content style and values resonate with your target audience. For example, a sustainable winery may benefit from collaborating with influencers who champion eco-conscious living.

# The Burning Q: How Do You Select Influencers?

**Quantitative:**

1. Influencer Demographics (location, age, gender, interests)
2. Audience Demographics (location, age, gender, interests)
3. Engagement Rate (likes, comments, shares, saves)

**Qualitative:**

1. Follower Quality (real vs. fake/bot followers)
2. Content Quality (photography, videography, storytelling)
3. Brand Alignment (values, tone, aesthetic)
4. Past Collaborations (brands they've worked with, consistency, and fit)
5. Experience with Your Industry (wine, food, lifestyle, or hospitality)

**Other:**

1. Platform Presence (active platforms: Instagram, TikTok, YouTube, etc.)
2. Reach vs. Relevance (large audience vs. highly-targeted audience)
3. Frequency of Sponsored Posts (balance between organic and sponsored content)
4. Community Engagement (quality of conversations in comments)
5. Creative Style (ability to align their content with your goals)
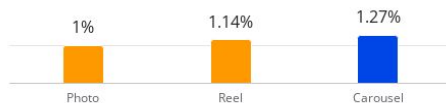6. *Budget & Deliverables*

SCAN ME!

2025

# The Burning Q: How Do You Select Influencers?



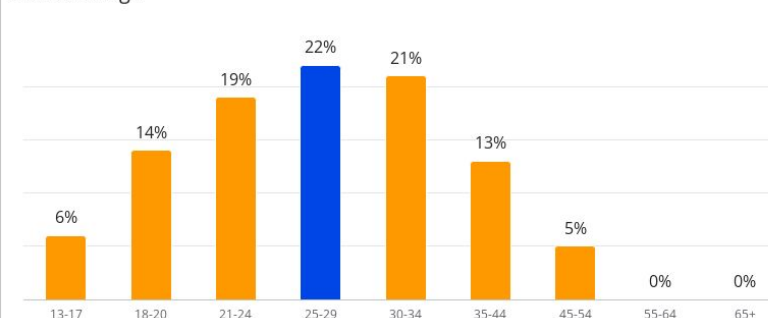**Karin**

Houston, Texas, United States of America · Female

https://linktr.ee/sincerelykarin

📷 251K

**Average ER**
Instagram

| | Photo | Reel | Carousel |
|---|---|---|---|
| | 1% | 1.14% | 1.27% |

**Audience Location**

| | |
|---|---|
| Texas, United States of America | 12.14% |
| California, United States of America | 4.07% |
| Florida, United States of America | 3.57% |

**Audience Age**

| 13-17 | 18-20 | 21-24 | 25-29 | 30-34 | 35-44 | 45-54 | 55-64 | 65+ |
|---|---|---|---|---|---|---|---|---|
| 6% | 14% | 19% | 22% | 21% | 13% | 5% | 0% | 0% |

**Audience Gender**

FEMALE 60.98%
MALE 39.02%

**Audience Occupations**

| | |
|---|---|
| Sports Coaches | 13.78% |
| Bloggers | 6.89% |
| Models | 5.17% |
| Journalists/Reporters | 3.44% |
| Directors | 3.44% |

**Affinity by Category**

| Profile Type | Category | % |
|---|---|---|
| Individual | Fashion & Style | 31.28% |
| Individual | Lifestyle | 16.15% |
| Individual | Sports & Fitness | 9.05% |
| Brand | Food & Drink | 5.09% |
| Individual | Family | 4.99% |

**Most Discussed Categories**

Fashion & Style
Food & Drink
Travel
Shopping
Health

sprout social
Influencer Marketing
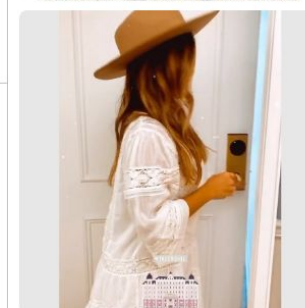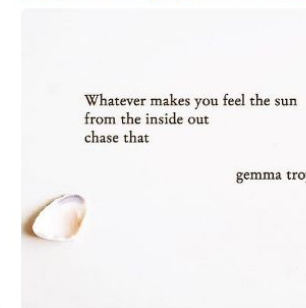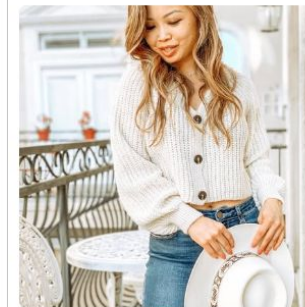
# Navigating Influencer Partnerships

## Direct Influencers or Agency Expertise

**Working Directly with an Influencer:**

- **Personalized Storytelling**: Ideal for niche campaigns that benefit from authentic, highly tailored content.

- **Cost-Effective but Time-Intensive**: Lower costs but requires hands-on management for outreach, coordination, and follow-ups.

- **Targeted Reach**: Best for engaging smaller, highly specific audiences with direct communication.

**Using an Agency / PR Firm:**

- **Broad Campaign Management**: Ideal for multi-channel campaigns requiring scalability, consistency, and diverse influencer options.

- **Professional Expertise**: Agencies handle strategy, contracts, and performance tracking, streamlining the process.

- **Higher Cost with Convenience**: Includes fees but saves time and ensures cohesive brand messaging.

# The Influencer Spectrum: Aligning Tiers with Marketing Goals

## Influencer Tiers

- Nano (1K–10K followers): Typically more affordable and hyper-focused on niche audiences.
- Micro (10K–50K followers): Offer a balance between affordability and engagement.
- Macro (50K–1M followers): Reach larger audiences but often command higher fees.
- Celebrity (1M+ followers): Ideal for mass brand awareness but require significant investment.

Celebrity (1M+ followers)

Macro (50K-1M followers)

Micro (10K-50K followers)

Nano (1K-10K followers)

**Influencer Tiers**
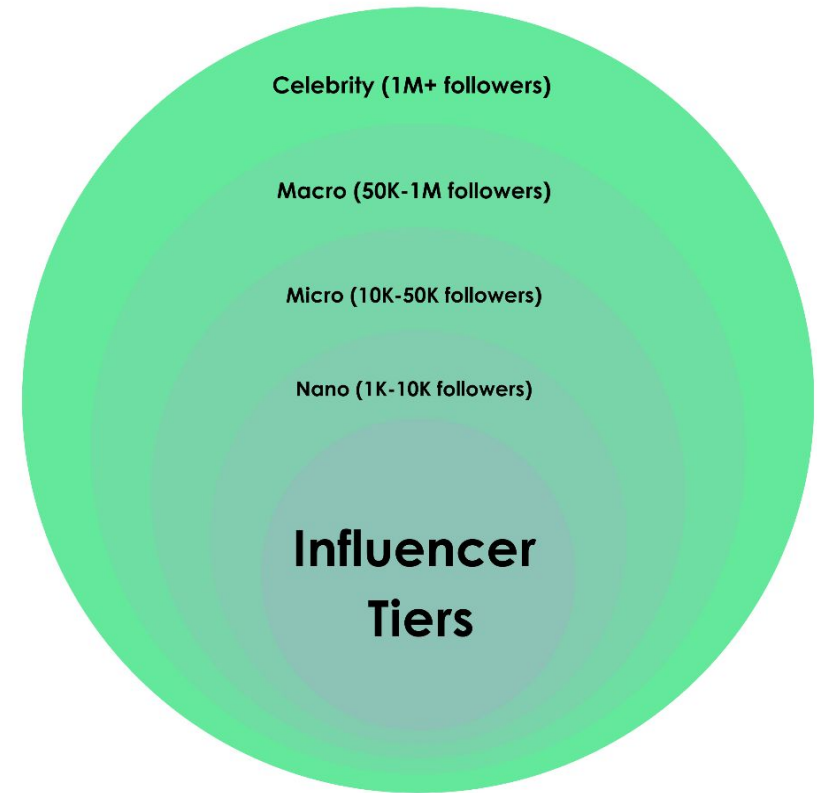
# Content Collaboration + Best Practices

### Engaging and Authentic Content

- Create audience-focused content like tastings, pairing tips, or travel stories that naturally feature your brand.
- Use interactive formats (polls, Q&As, live tastings) to boost engagement and participation.
- Empower influencers to share personal experiences in their unique voice for authentic, relatable content.

### Brand Voice & Relevance

- Share your brand story, values, and messaging to guide content while allowing flexibility.
- Provide a style guide with tone preferences and examples for alignment.
- Suggest branded hashtags or slogans for consistent platform messaging.

### Respect for Creativity

- Allow influencers to experiment with formats and storytelling that resonate with their audience, while offering constructive feedback.

# AIX Rosé Partnership
## Celebrating National Rosé Day

**Included a review of the winery and wine in the caption.**
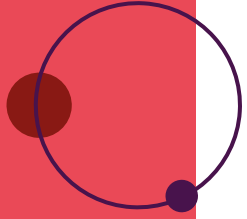
INSIGHTS:

1.1M Views

12.4K Likes

214 Comments

7.4K Forwards

1.5K Saves

299 Follows

# German Wine USA Partnership

## Food & Wine Pairing

Included info on the varietal Spätburgunder, a little about the wine regions the bottles are from and the Ingredients and Instructions for the dish.

INSIGHTS:

27.3K Views

478 Likes

40 Comments

97 Forwards

212 Saves

5 Follows

# Press Trip Germany

**Included a recap of the wine regions we visited, including the wineries and activities we participated in.**

INSIGHTS:

29K Views

1.8K Likes

81 Comments

77 Forwards

84 Saves

52 Follows

# Establishing A Budget & Resources

- **In-Kind vs. Monetary Compensation**
  - Free wine in exchange for content, experiences (e.g., vineyard tour or wine tasting), or payment.

- **Content Ownership & Usage Rights**
  - Discuss and negotiate if you plan to reuse influencer content for ads, your website, etc. (Typically as additional cost)

- **Project Scope and Timeline**
  - Plan for higher budgets and resources for extended campaigns with multiple deliverables, including potential travel and event participation expenses.

- **Performance Tracking Tools**
  - Utilize tools like affiliate links, Google Analytics, or influencer platforms to track success, and allocate resources for continuous monitoring and analysis.

- **Contingency Planning**
  - Set aside funds for unexpected expenses: content requests, boosting posts, or influencer cancellations.

# Outreach & Agreements

## Develop a Collaboration Agreement
- **Deliverables:** Specify the type and quantity of content (e.g., two Instagram posts, one blog, etc.).
- **Timeline:** Provide deadlines for content creation, posting, and campaign completion.
- **Content Review:** Agree on whether the content will be subject to your approval before posting.

## Set Compensation Terms
- Clarify whether the influencer will receive monetary compensation, wine, experiences, or a mix.
- Include payment terms (e.g., 50% upfront, 50% upon campaign completion).

## Outline Content Rights
- Specify whether you will have usage rights for repurposing content in ads, on your website, or for other marketing purposes.

DON'T FORGET: Address FTC Compliance. Ensure the influencer understands and adheres to FTC guidelines for sponsored content, including proper disclosure. (e.g., "#Ad," "Sponsored by [Brand]").

# Campaign Execution

## Launch

- Share a detailed timeline and provide branded assets to ensure the influencer has everything needed for a smooth start.
- Amplify the campaign by promoting the influencer's content on your channels and engaging with their audience.

## Monitoring the Campaign

- Track performance metrics in real-time and make adjustments based on audience response or campaign needs.
- Identify top-performing content to optimize its reach, such as boosting posts or refining messaging.

## Keeping Communication Open

- Schedule regular check-ins to discuss progress, address challenges, and brainstorm improvements.
- Celebrate milestones and wins to maintain a positive and collaborative relationship.

# Overcoming Common Challenges

**Content Quality Issues**

- Solution: Provide clear creative guidelines and examples upfront while allowing flexibility for the influencer's unique style. Offer constructive feedback during the draft review stage to refine content.

**Timeline Delays**

- Solution: Establish a detailed schedule with milestones and buffer times, and maintain regular check-ins to ensure progress stays on track.

**Inconsistent Brand Messaging**

- Solution: Share a brand style guide and messaging framework before the campaign begins, and review all content drafts to ensure alignment.

# Analyzing Results

**Assess the campaign against specific objectives (e.g., reach, tasting room visits, event attendance, or online sales).**

**Engagement Metrics:**

- Track likes, comments, shares, saves, and views to measure how well the influencer's content resonated with their audience.

**Reach and Impressions:**

- Evaluate the total number of unique viewers (reach) and the total views (impressions) to gauge campaign visibility.

**Website Traffic:**

- Use UTM codes or analytics tools (e.g., Google Analytics) to measure website visits driven by influencer links.

**Sales Conversions:**

- Monitor direct sales attributed to the campaign using custom promo codes, affiliate links, or tracked product page visits.

**Earned Media Value (EMV):**

- Calculate the equivalent value of influencer content compared to partnership cost.
- [TIP]: If EMV is 1.5x partnership cost, that's a benchmark for success!
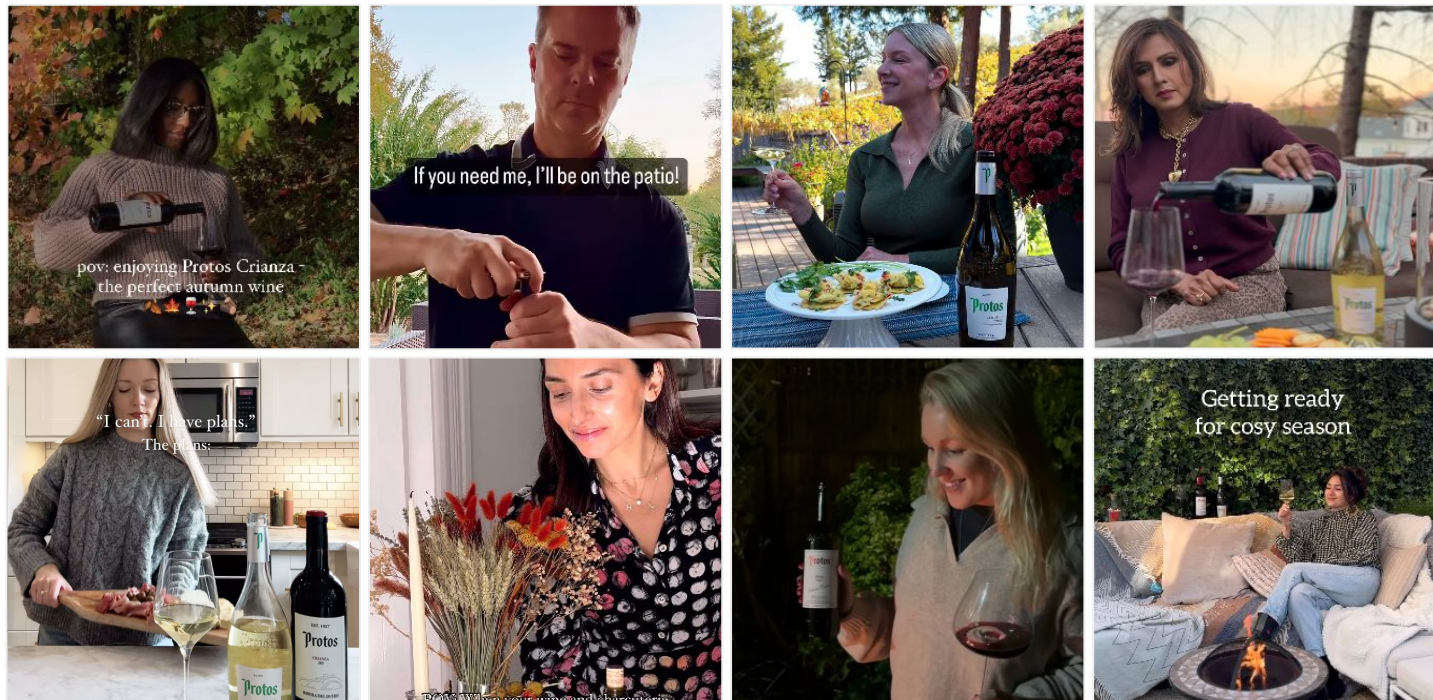
**Audience Growth:**

- Track increases in your winery's social media followers or email subscribers during and after the campaign.

**Brand Sentiment:**

- Analyze the tone of comments, shares, and overall audience reactions to gauge positive or negative sentiment.

# Example Campaign 1: Brand Awareness

## Campaign Partners



1. @winonoire, (18,500 followers)
2. @attorneysomm, (38,200 followers)
3. @caliwinegal, (14,000 followers)
4. @syrah_queen, (36,800 followers)
5. @lexiswinelist, (49,900 followers)
6. @winefarer, (11,600 followers)
7. @endofthewine, (14,200 followers)
8. @skinandpulp, (14,300 followers)

# Example Campaign 1: Brand Awareness

## Metrics

| 8 | 17 | 8 |
|---|---|---|
| **Influencer partners** Posting on Instagram | **Posts** In multiple formats | **Reels** Posted as collaborations with the brand |
| 64,225 | 15,398 | 4,177 |
| **Impressions** Across formats | **Video views** From Reels | **Engagements** Including likes, comments, saved and shared |
| 27,110 | 1.97% | $11,538 v $6,000 |
| **Reach** Estimated accumulated campaign reach | **E.R.** In relation to total community size | **EMV** Estimated value of campaign media |

**almuanadon** 1d
Excellet winery!

**steelcitysippin** 2w
Great bottle and cute way to enjoy it 👏

**sign.orvini** 1w
Georgeous spanish Redwine 👏🍷 🍷🍷

**luxurycolumnist** 1w
Need to try these @protoswines

**queerwino** 1w
Oh heck yeah! This looks so cozy and @protoswines are SOO good! 🥂💜

# Example Campaign 2: Event Sales

In order to meet Decanter's strategic goals for the **NYC Fine Wine Encounter event**, C&P executed pre-event influencer partnerships promoting ticket sales.

C&P confirmed **3 influencers,** 2 wine technical influencers and 1 city guide influencer, in partnership with Decanter, @grapechic, @winefarer and @theexcursiondoctor, which resulted in **40 pieces of content and over 117,000 impressions.**

# Example Campaign 2: Event Sales

## Fine Wine Encounter: Campaign Overview

| | | |
|---|---|---|
| **3**<br>Influencer partners<br>Located in NYC | **7**<br>Posts<br>In Instagram Reel Format | **40**<br>Pieces of content<br>Individual campaign visuals including blog posts, Stories and Reels |
| **117,168**<br>Impressions<br>Across platforms and formats | **1,767,784**<br>Potential Reach<br>From Reels and Stories | **99,945**<br>Engagements<br>Including likes, comments, saved and shared |
| **66.7%**<br>E.R.<br>In relation to total community size | **696**<br>Link clicks<br>To the Decanter FWE Ticket Page | **$16,645.74**<br>EMV<br>Estimated value of campaign media |

*industry ER benchmark: 1%*

# Optimizing For The Future

**Analyze Campaign Insights**

- Review key metrics like engagement, reach, sales conversions, and Earned Media Value (EMV) to understand what worked and what didn't. Identify trends in audience behavior and influencer content performance to guide future strategies.

**Refine Influencer Selection**

- Evaluate which influencers delivered the most impact based on campaign goals. Use this information to build long-term partnerships with top performers or adjust criteria for future influencer selection.

**Adjust Content and Strategy**

- Incorporate feedback from influencers and audience sentiment to refine messaging, visuals, and collaboration types. Test new formats or platforms based on campaign learnings to better align with your target audience.

# Thank You!